

MARKETING, PLANNING & IMPLEMENTATION

Introduction

Marketing-I was devoted to the analysis and discussion of the individual elements that are relevant to the design of a marketing plan. It included cases and lectures related to the analytical requirements for positioning: consumer behavior, market segmentation and differentiation. Later, it studied in some depth the mix elements of product and pricing. In the second term, we will continue the process started a few months ago, as we explore the implementation of marketing decisions.

Objectives

The goal of this course is the study of several marketing management situations as they affect the allocation of time, human, or monetary resources with the objective of delivering a product offering to the market.

Learning Outcomes

- i. Assess the different parts of a Communication Plan
- ii. Connect media investments with specific communication goals
- iii. Understand how marketing communications help to build meaningful brands
- iv. How to evaluate creative options in a Communication Plan
- v. Understand the Economics of the Distribution Channels
- vi. Assess the pros and cons of Direct vs Indirect Channels
- vii. Understand how to manage the conflict with Indirect Channels
- viii. Key elements to design a Sales Force
- ix. Key elements to develop an account plan
- x. The role of metrics and management style to lead a Sales Force effectively
- xi. Key elements of a Marketing Plan
- xii. How to write a Marketing Plan

xiii. Be able to write and defend a Marketing Plan

Competences

General Competences (refer to list of general competences in the MBA)

- Decision Making
- Critical Thinking
- Judgment
- Business Planning

Specific Competences

We develop the competence of planning in the context of Marketing Situations. This competence is oriented to achieve the following goals:

- Develop the analytical mindset to transform market data and consumer opinions and data into meaningful market and consumer **insights**.
- Develop the analytical mindset to transform desires and strategic intent into a clear framework of **business goals** and **strategic direction**
- Develop the creative thinking to choose the proper marketing investments that are **consistently** connected with the intended business goals
- Develop the analytical mindset to foresee the required **implementation** details and control metrics to carry forward the proposed initiatives successfully.

Content

The course is organized into five modules:

1. Communications Policy
2. Marketing Channels
3. Sales force Management.
4. Marketing Plans

Evaluation

- Class participation: 58%
- Projects: 25%
- Exam: 17%

Professor's Biography



Prof. Mario Capizzani

Lecturer of Marketing (Professor)

Ph.D. in Business Administration (Marketing), University of California Berkeley Master in Business Administration, IESE Business School, University of Navarra Master of Science in Mechanical and Aerospace Engineering, Arizona State University Bachelor of Science in Mechanical Engineering, Calvin College

Mario Capizzani holds a Ph.D. in business administration (marketing) from the University of California at Berkeley, an MBA from IESE Business School, an M.Sc. in mechanical & aerospace engineering from Arizona State University, and a B.Sc. in mechanical engineering from Calvin College in the U.S.

His primary area of research is focused on behavioral and experimental economics, marketing strategy, and digital transformation of organizations. He is the author of several case studies and managerial articles that have been featured at IESE Insight, Forbes Magazine, and Harvard-Deusto Business Review amongst other publications.

During his Ph.D. dissertation, he empirically investigated the role that auctioneers play in determining auction outcomes, and his work was presented at an academic conference and seminars in the USA.

Areas of Interest:

- Pricing and Marketing Strategy
- Digital Commerce and digital transformation
- Customer Management
- Sales Force Management